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NEWS FOR:

Downtown Center Business Improvement District,
(Los Angeles)

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DCBID and LA DOWNTOWN NEWS TO LAUNCH BIENNIAL 'LIVE, WORK, PLAY,' CONSUMER SURVEY

Survey Responses Are Used to Chronicle Growth and Recruit Preferred Retailers, Restaurants and other Consumer Amenities

(Los Angeles, CA – September 14, 2015) – The Downtown Center Business Improvement District [DCBID], together with the Los Angeles Downtown News, today launched the 2015 Downtown LA 'Live, Work, Play' Consumer Survey.

Conducted every two years, the popular survey solicits comprehensive demographic information from Downtown Los Angeles workers and residents. The results provide a snapshot of who is living and working in Downtown, including their education, income and work status, and also what food, retail, transit and entertainment services they use the most and what they would like to see more of.

Starting today, Downtown LA residents and workers are encouraged to go to downtownla.com/Survey2015 and run through the fully automated, anonymous survey process that should take no more than 15 minutes to complete. All participants of the confidential survey are eligible to win one of a host of gift cards to popular downtown retailers. The deadline for participating in the survey is October 15, 2015.

"Our 'Live, Work, Play,' Consumer Survey has been instrumental in identifying the types of retailers, restaurants, and services that our consumers wish to attract to Downtown LA," said Carol Schatz, President and CEO of the DCBID. "As we learn more about our residents and workers we can better target our business development programs to attract the kinds of businesses people most want to see in Downtown. The survey results are also a tremendous resource for businesses considering expanding into the most dynamic market in Southern California."

Preliminary survey results are scheduled to be released in early November, 2015.



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ABOUT THE DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT (DCBID)

The Downtown Center Business Improvement District (DCBID) has been the catalyst in Downtown Los Angeles' transformation into a vibrant 24/7 neighborhood. A coalition of nearly 1,700 property owners in the central business district, the DCBID members are united in their commitment to enhance the quality of life in Downtown Los Angeles. Bounded by the Harbor Freeway to the west, First Street to the north, Main and Hill streets to the east, and Olympic Boulevard to the south, the organization helps the 65-block central business district achieve its full potential as a great place to live, work, and play. For more than 16 years, the DCBID's programs and initiatives have been the driving force behind the Downtown Los Angeles Renaissance. Now universally recognized as one of the nation's most dynamic urban centers, downtown Los Angeles was recently heralded as 'The Next Great American City' by GQ Magazine and listed as number 5 in The New York Times' '52 Places to Go in 2014'.

For more information, visit www.downtownla.com.